



The Strategy and Tactics of Pricing: International Version

Thomas T. Nagle . John E. H...

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A comprehensive and practical, step-by-step guide to pricing analysis and strategy development. The Strategy and Tactics of Pricing shows readers how to manage markets strategically-rather than simply calculate pricing based on product and profit-in order to improve their competitiveness and the profitability of their offers. The fifth edition contains a new chapter on price implementation and several updated examples on pricing challenges in today's markets.

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